

Message Text

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ACTION EUR-12

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UNCLAS WARSAW 3125

COMMERCE FOR BEWT/TPD AND BEWT/TDAD; VIENNA FOR VONTILLIUS

E.O. 11652: N/A
TAGS: BEXP PL
SUBJ: PROPOSED SOLO EXHIBITION IN POLAND, FY-79

REF: (A) USDOC 3479; (B) USDOC 3643

1. WE NOTE IN REFTEL B THAT USDOC HAS THE REFERENCE EXHIBITION PROPOSED FOR SEPTEMBER 1979. IF, ACCORDING TO REFTEL A, WE CANNOT HAVE IT UNTIL AFTER MARCH 31, 1979, WE RECOMMEND IT BE HELD IN OCTOBER OR NOVEMBER 1979.

2. IT IS NOT ESSENTIAL, FROM OUR POINT OF VIEW, TO HAVE THIS SOLO IN FY-79. BUT IT IS IMPORTANT THAT IT BE SCHEDULED AT A TIME OF THE CALENDAR YEAR WHEN IT CAN BE BEST PLANNED AND SUPPORTED IN ORDER TO ENSURE THE BEST POSSIBLE RESULTS.

3. FIRST, ANY PROMOTION ON THIS SCALE DURING THE MONTHS OF APRIL, MAY, OR JUNE WOULD BE VERY DIFFICULT FOR US TO SUPPORT DUE TO THE ANNUAL POZNAN FAIR. SECONDLY, THE MONTHS OF JULY AND AUGUST ARE INAPPROPRIATE BECAUSE THESE ARE TRADITIONAL POLISH VACATION MONTHS AND ATTENDANCE WOULD BE LOW. (ALSO, THESE ARE THE ONLY MONTHS OF THE YEAR WHEN THE TDC'S WORKLOAD IS LIGHT ENOUGH TO

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PERMIT EMPLOYEES TO TAKE ANNUAL LEAVE). THIRDLY, AND BECAUSE OF THE SECOND POINT, THE MONTH OF SEPTEMBER WILL NOT BE CONVENIENT. IT IS DIFFICULT TO PLAN ANYTHING FOR SEPTEMBER BECAUSE OF THE LEAD TIME REQUIRED FOR ADEQUATE PREPARATIONS, CONTACTS, ADVANCE VISITS, ETC. MANY OF THE PEOPLE WE WOULD NEED TO WORK WITH WOULD NOT BE AVAILABLE UNTIL SEPTEMBER, AND THE RESOURCES WE WOULD NEED TO ASSEMBLE IN ADVANCE TO ADEQUATELY PLAN AND SUPPORT A

LARGE EXHIBITION WOULD BE CONSIDERABLE. WE BELIEVE WE COULD NOT ACCOMPLISH ENOUGH IN JULY AND AUGUST TO BE READY TO GO IN SEPTEMBER.

4. THEREFORE, WE STRONGLY RECOMMEND THIS SHOW BE POSTPONED UNTIL AT LEAST OCTOBER (NOVEMBER WOULD BE BETTER), EVEN THOUGH THIS MEANS IT WOULD BE A PART OF THE FY-80 SCHEDULE. WE HOPE USDOC CAN AGREE TO THIS. IF USDOC WISHES TO REPLACE THE SOLO IN SEPTEMBER 1979 WITH ANOTHER PROMOTION, PERHAPS AN ADDITIONAL TSS COULD BE AGREED UPON. OTHERWISE, WE WILL PLAN SOMETHING ON OUR OWN.

5. REGARDING THE REMAINDER OF REFTEL A, DURING THE VISIT IN LATE MARCH OF USDOC'S PETER DAHMLOW WE HAD AN OPPORTUNITY TO REVIEW POSSIBLE SITES FOR A SOLO. THE FACILITIES AT THE HOTEL VICTORIA, HOTEL FORUM, AND THE PALACE OF CULTURE AND SCIENCE WERE EXAMINED. COMMENT: WE UNDERSTAND DAHMLOW WILL FILE A SEPARATE REPORT ON HIS FINDINGS. END COMMENT.

6. BOTH HOTELS HAVE LARGE BALLROOMS, AND THERE WOULD BE SEVERAL OBVIOUS ADVANTAGES TO HOLDING AN EXHIBITION THERE. HOWEVER, AT THE VICTORIA FOR EXAMPLE, THE ENTRANCES ARE ONLY 2X2 METERS AND THERE IS NO SPECIAL FREIGHT ENTRANCE. ALSO, THE FLOOR IS NOT CAPABLE OF SUSTAINING HEAVY LOADS AND THE CARPETING CANNOT BE TAKEN UP. THE RESULT, IS THAT WE MIGHT HAVE PROBLEMS WITH HEAVY MACHINERY AND THERE COULD BE THE PROBLEM OF AVOIDING DAMAGE TO UNCLASSIFIED

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THE CARPET. A HOTEL VICTORIA REPRESENTATIVE SAID THAT SPECIAL PLATFORMS HAD BEEN BUILT IN THE PAST FOR EXHIBITIONS TO SUPPORT BIG MACHINES. THERE WOULD PROBABLY BE SIMILAR PROBLEMS AT THE FORUM.

7. THE PALACE OF CULTURE AND SCIENCE, LOCATED IN THE HEART OF WARSAW (AS ARE THE HOTELS), COULD TAKE LARGER MACHINERY. BUT THE COST OF EXHIBITING THERE WOULD BE MUCH HIGHER. FOR EXAMPLE, IT WOULD COST AROUND \$5,000 PER DAY FOR 420 SQ. METERS (ALL THAT IS AVAILABLE), ALTHOUGH THIS WOULD INCLUDE SOME CONSTRUCTION AND BOOTH MATERIALS. AT THE HOTELS, WE COULD GET THE BALLROOMS WHICH HAVE 400 TO 500 SQ. METERS FOR APPROXIMATELY \$1,000 TO \$1,200 PER DAY.

8. AT THIS POINT, WE TEND TO FAVOR ONE OF THE HOTELS, EVEN THOUGH THE ENTRANCES AND FLOORS HAVE LIMITATIONS. THE VICTORIA HAS DONE A GOOD JOB SUPPORTING OUR TSS'S IN THE PAST, AND WE TEND TO FAVOR THEM, ALTHOUGH WE SHALL NEED TO MAKE A CLOSER COMPARISON BEFORE DECIDING.

9. IN THE MEANTIME, WE NEED TO CLARIFY ONE IMPORTANT POINT. REFTEL A INDICATES USDOC WANTS AN EXHIBIT ENCOMPASSING 1,500

SQ. METERS. WHEN DAHMLow WAS HERE, HE WAS TALKING IN TERMS OF AROUND 500 SQ. METERS. IF THE FORMER IS CORRECT, WE MAY HAVE A PROBLEM FINDING A SUITABLE LOCATION IN WARSAW (WE KNOW OF NONE THIS SIZE YET) AND THE EXHIBITION WOULD BE OF A SIZE COMPARABLE TO OUR PAVILION IN THE ANNUAL POZNAN FAIR. THIS WOULD REQUIRE QUITE A BIT OF SUPPORT FROM USDOC, INCLUDING TDY PERSONNEL. ON THE OTHER HAND, AN ADHIBIT IN THE RANGE OF 400-500 SQ. METERS WOULD BE MORE MANAGEABLE AND COULD EASILY BE HELD IN ONE OF THE HOTELS, ALTHOUGH WE WOULD WANT A COMMITMENT OF TDY SUPPORT FROM USDOC BEFORE GOING AHEAD.

10. ACTION REQUESTED: PLEASE CONFIRM THAT NOVEMBER 1979 (FIRST CHOICE) OR OCTOBER 1979 (SECOND CHOICE) WILL BE THE TENTATIVE DATES FOR THE SHOW, AND ADVISE US REGARDING SPACE REQUIREMENTS
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AND WHAT PERSONNEL RESOURCES USDOC CAN MAKE AVAILABLE.
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